



**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
**Letter to Commission No. 101-2004**

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**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** April 30, 2004

**From:** Jorge M. Gonzalez  
City Manager

**Subject:** **WEEKLY UPDATE**

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The purpose of this LTC is to provide the Mayor and Commission with an update describing some of the areas the administration has recently been focusing on:

**Budget Preparations** – The Office of Budget and Performance Improvement (OBPI) continues to work on budget preparations with all City Departments for the next fiscal year. I continuously meet with staff from OBPI to discuss various issues relating to the budget. Briefings with the Commission are still scheduled to take place in early June.

**Commission Retreat** – The leadership retreat for the Mayor and Commission has been scheduled and confirmed for Saturday, May 8 from 12:00 p.m. to 6:00 p.m. and Saturday, May 22, 2004 from 9:00 a.m. to 6:00 p.m. The May 8 session will take place in the Ocean Boardroom of the South Beach Marriott Hotel located at 161 Ocean Drive. A packet of information to help you prepare for the May 8 session will be provided to each of you by the City Clerk on Wednesday, May 5 after the Commission meeting.

**Quality of Life Issues** – Staff from the Police, Neighborhood Services, Public Works and other City departments continue to meet on a weekly basis to focus on issues involved with improving the quality of life for all on Miami Beach. On Friday, April 23, the Police Chief, the ACM's and I went on a tour of the entertainment district from approximately 11:00 p.m. to about 2:00 a.m. to experience firsthand the kinds of issues staff deals with and the City experiences during the weekend evenings.

**Homeless Census** – Staff from the Neighborhood Services' Office of Community Services participated in the recent countywide Homeless Census that included City staff, community volunteers and representatives from the Homeless Trust. The final count was 259 – down from 304 in December 2003 and 384 in April 2003.

**Major Events Plan (MEP)** – Staff continues to plan and prepare for several major events that will be taking place on Miami Beach in the next couple of weeks, including the Memorial Day holiday weekend.

**Film and Print** – Several Spanish language telenovellas continue production throughout the City, including: "Angel Rebelde" and Telemundo's "Prisonera". The British Broadcasting Corporation (BBC) is shooting segments of "World Shut Your Mouth," and Oxygen Network/Banyan Productions are shooting pilot episodes of a new home remodeling show, "The Package." Music videos are in full swing, with Toe Jam Films shooting a video for Victoria's Secret supermodel Karen Mulder, West Patagonia shooting Alejandro Sanz, and Skies Productions shooting "Opposite Design." Untitled Productions just wrapped a commercial spot for McDonald's, featuring Venus and Serena Williams showing off their game on the new Scott Rakow ice-skating rink. World Wide productions wrapped a commercial spot for Lux soap, featuring Sarah Jessica Parker, and Will Van Der Vlugt production shot a Daewoo car commercial.

**Hurricane Preparedness** – Staff has started to prepare for hurricane season and has scheduled the third annual City of Miami Beach Hurricane Information and Preparedness Fair to take place on Saturday, June 5, 2004 from 10 a.m. to 1:00 p.m. along the 1000 block of Lincoln Road. The purpose of the event is to reach out to the community and provide information on what the City does and what is suggested for residents and businesses to do, before during and after hurricanes in an effort to educate and protect our residents and businesses. In addition, a meeting with representatives from all the hotels is scheduled to take place on Thursday, May 6, 2004 from 2:00 p.m. to 4:00 p.m. in the Miami Beach Convention Center to provide them with important information to help them prepare.

**Labor Relations** – Staff from our Office of Labor Relations continues to meet separately with representatives from the Communications Workers of America (CWA) and ASFCME unions in the hopes of reaching fair agreements in the near future. In addition, staff is working towards a State Certification through the Florida Public Employer Labor Relations Association, (FPELRA). The program has specific focus on those areas of collective bargaining and related employment law areas germane to that required by Chapter 447, F.S., and The Florida Public Employees Relations Act. Staff also recently attended the National Public Employer Labor Relations Association National Conference held in Washington D.C. (NPELRA). NPELRA is nationwide organization of over 2,000 public sector professionals employed by federal, state, and local governments, school and special districts. The conference focused on progressive labor relations strategies that balances the needs of management, employees, and the public, and addressed a broad range of topics such as recent court developments, national bargaining issues and related practices in the field of Labor Relations.

**Community Services** - The Log Cabin Training Center hosted a dozen students from Miami Central Senior High as part of the Gear-Up Express Program sponsored by Florida International University. The students learned about career opportunities with the City as well as the importance of a college education. In addition, the City recently coordinated an event at the North Shore Open Space Park attended by approximately 100 volunteers from the service organization Hands on Miami. Staff from the Parks and Recreation Department and Miami-Dade County Beach Maintenance Operations partnered with Hands on Miami to participate in the national event promoting volunteer service among our nation's youth. About one half of the volunteers on Saturday worked with the County picking up litter along the dunes and shore line of the beach adjacent to North Shore Open Space Park. The remainder of the volunteers worked in the park removing invasive exotic plants.

**Council for Excellence in Government** - Upon their request, I met with a second group of representatives from the Council for Excellence in Government on April 21 to discuss leadership development within government entities. This group, comprised of 25 senior level employees of the U.S. federal government from departments including the Departments of Education, State, NASA, Social Security Administration, Army, Air Force, CIA, EPA and Administration of Children, Youth & Families, visit leading private, not-for-profit and government organizations to meet with leaders who share their insights on achieving high performance. I met with a similar group on March 25, 2004. The City of Miami Beach was given the honor of being the only municipal government in the country selected this year to take part in this study; and the fourth consecutive year which I have been made part of the process.

**Take Our Daughters and Sons to Work Day** - On April 22, the City of Miami Beach participated in the national Take our Daughters and Sons to Work Day. Approximately 95 children between the ages of 8 and 12 joined their parent/guardian at work for a day of informative, educational, and fun activities. The morning session consisted of breakfast, hand-on activities with both police and fire personnel, and meeting the Mayor and Commissioners. After lunch with their parent/guardian, the children returned to City Hall to choose from a myriad of workshops which included making signs, business cards, voting, ice skating, ticket writing, sanitation vehicle maneuvering, building a structure, learning how to volunteer, and handling complaints. Both children and parent/guardians felt the day had been both a productive and beneficial experience...not to mention a true collaborative effort involving all city departments.

**Cultural Arts Council (CAC)** – I met with Alfredo Richards, Vice-Chair of the CAC, on April 26 to discuss several issues related to the CAC and explore ways in which the CAC and the City can work even better together to continue benefiting the community.

**Children's Trust** – Commissioner Bower, staff and I met with Modesto Abety, Executive Director of the Children's Trust, to discuss issues involving and benefiting the City and how both organizations can work better to help children in our community.

**Miami Design Preservation League (MDPL)** – I attended MDPL's annual event on April 26 recognizing individuals in our community who have contributed to the preservation movement throughout the past year and was honored to receive the Chairman's Award on behalf of the City's efforts.

**Boys & Girls Club of Miami Dade** – On April 28, I met with Alex Roig, Executive Director of the Boys and Girls Club of Miami-Dade, and other representatives of the local Boys and Girls Club to talk about ways that the City and this organization can better partner in the future in providing services to our young people.

**Bass Museum** – The Board of Trustees met on April 28 and discussed several issues, including a report on upcoming exhibitions, a financial report, a report on the HVAC system and an update on the Museum's long range plans.

**Police Department** – Police staff attended a meeting with representatives from the City of Miami and Miami-Dade County Police Departments regarding the next International Association of Chiefs of Police Conference which be held in South Florida in 2005. This is a joint venture for all three police departments and is attended by law enforcement executives all over the world.

**Fire Department** – Fire Chief Floyd Jordan was inducted into the Miami Dade College (MDC) Hall of Fame (public safety category) at a gala event on April 29. This second annual event honored outstanding MDC alumni who have greatly contributed to their communities and organizations.

**Relay for Life** – The City's fundraising efforts continue with several Departments continuing their events to benefit the Relay for Life program scheduled to take place on Memorial Field at Flamingo Park on May 15-16.

If you have any questions or need additional information, please feel free to contact me.

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